

Agenda - Dundee Tourism Committee

Date: Monday, September 12, 2016 **Start:** 10:00 am

Attendance: Chair Ted Crawford ____, Joe Buck ____, Valerie Cutz ____, Sheryl Kelsh ____, Diana Szymczak ____, Nancy Ponzi ____, and Jennifer Sitter ____: Others _____

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. Façade Improvement Program Update	Ted/Rob	5
Action:		
2. Marketing Sub-Committee	Joe / Diana	25
Action:		
3. Taking Over Dundee Block Party 2017 Update	Ted/Sheryl	5
Action:		
4. Bike, Paddle and Run Event – update	Ted	10
Action:		
5. Updates from the area	Ted	10
Action:		
Action:		

Meeting of the Tourism Committee July 25, 2016

Committee Chair, Ted Crawford called the meeting to order at 10:00 AM at the Dundee City Hall. Members of the committee present included: Joe Buck, Ted Crawford, Sheryl Kelsh and Diana Szymczak. Also present were Molly Bailey, Rob Daykin and Cathy Martin.

The minutes from the June 27, 2016 meeting were approved.

New board member Diana Szymczak was introduced.

First on the agenda was the façade improvement program. Rob gave an update and said that the owner of the City Center Market building, Roger, isn't ready to invest in an extensive remodel for the property, but is interested in implementing a new paint scheme to the exterior. He said Roger would prepare a brief presentation for the committee at the next meeting. Then the committee can choose to make the recommendation to approve the project to the City Council. Rob suggested the Tourism Committee start looking at another project. He suggested speaking to the owner of Lumpy's Landing Tavern. The committee agreed that the first crucial step would be to determine the level of interest on the part of the owners. The discussion with the owner could also include the urban renewal project and plans for the sidewalk. Ted and Cathy agreed to contact the owner.

There was no update from the marketing subcommittee as members have been out of town and unavailable. Diana agreed to take part in future subcommittee tasks and meetings.

Ted led the discussion about taking over the Dundee Block Party event for 2017 and beyond. He said that the organizers are looking for an organization to take on the event. One of the current organizers, Kirsten, expressed to Ted that she does not want to see the event end, and would be interested in giving management over to the City of Dundee, the Chehalem Valley Chamber of Commerce or the Dundee Hills Wine Growers Association. The event is still under development and would essentially require planning from the ground up. Regardless of which entity heads up the organization of the event and oversees funding and accounting for the event, the event would need a planning committee to include several members of each organization. The Tourism Committee discussed new ideas for the event, including opportunities to make it a two-day event, encompassing a weekend and encouraging overnight stays in Dundee. Ted said that he would ask Kirsten to meet with him and Sheryl at the Chamber of Commerce to develop a Taste of Dundee Block Party subcommittee to take further action.

The committee discussed the possibility of a bike, paddle and run event in Dundee and possibly connecting Newberg. Ted said that there are plenty of volunteers, and that the group needs to form a subcommittee and get all the local entities involved

in the early planning for Fall 2017. Rob said that ODOT might have an interest in doing a kick-off event for the opening of the Newberg-Dundee By-pass.

Next, Molly gave a report about a potential marketing video for Dundee. She said she is part of a marketing agency called [DNA Studios | PDX](#). She said the agency is heavy into film production and does commercials for Nike, Flir, AAA, and others.

The agency has an interest in doing a marketing project centered on a video for Travel Dundee. The marketing video would showcase: scenic views of the vineyard hills, people doing wine tasting, dining in the restaurants, lodging, kayaking, cycling, at the brewery, and maybe playing bocce ball - very Dundee. Not a regional video.

Based on what the committee identifies as video objectives, target market (this will affect who we cast), and vision for the video, the agency would write the script and plan a shot list for the committee's approval. Molly said she would like to have the director and writer/producer come in and make a more formal pitch at the next meeting if there is interest. The video would have a long life 3-5 years if filmed the right way.

Following this initial investment of producing the video, Molly said the committee could implement several no-cost options for activation coupled with carefully selected paid advertising. The video has potential to boost web traffic to the site. Molly cited a study that showed the average user spends 88% more time on a web site with video, and Digital Information World noted adding a video to your website can increase the chance of a front page Google result by 53x).

Estimated cost for the video production (brainstorming sessions, scriptwriting, casting, production, post-production, implementation) would be around \$15k. Molly said that the agency would do this as a partnership with Travel Dundee.

The committee discussed the idea of using the video to showcase to those in the Portland metro and other nearby cities that this is "Your wine country." And use it in part with a campaign to promote visits during the slower, rainy months.

Committee members agreed that it would be good to hear a formal pitch, but it might need to wait until current marketing projects are moving forward, and goals and themes are identified. The committee agreed to get the itineraries built for the current marketing project, and then brainstorm themes and ideas to provide the producers so that they can have a more focused pitch in a couple of months.

The meeting was adjourned at 11:35 a.m.

Ted Crawford, committee chair